



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 240-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Gloria Molina
First District

Mark Ridley-Thomas
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

July 29, 2011

To: Each Supervisor

From: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

Subject: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO
AMEND TWO AGREEMENTS WITH RON ROGERS AND ASSOCIATES
TO EXECUTE A DELEGATION OF DUTIES AND ASSIGNMENT OF
RIGHTS AND PROVIDE ADDITIONAL FUNDING**

This is to notify you that I am exercising delegated authority approved by your Board to: 1) execute amendments to Department of Public Health (DPH) agreements for contract assignments resulting from acquisitions, mergers, or other changes in ownership and 2) amend specified sole source agreements to increase or decrease funding up to 30 percent of each year's maximum obligation, for the period of February 26, 2010 through February 26, 2014, contingent upon the availability of Centers for Disease Control and Prevention (CDC) American Recovery and Reinvestment Act of 2009 (ARRA) funds, as approved by your Board on July 1, 2008, and March 2, 2010, respectively, subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

Under the July 1, 2008 authority referenced above, I will execute Amendment Number 2 to Contract Numbers PH-001499 for Project Renew Environments for Nutrition, Exercise, and Wellness in Los Angeles County (RENEW-LAC) and PH-001148 for Project Tobacco Reduction Using Effective Strategies and Teamwork (TRUST) with Ron Rogers & Associates dba The Rogers Group to assign and delegate the rights and responsibilities under these agreements to Ruder Finn, Inc., which acquired The Rogers Group.

DPH has conducted an analysis of this acquisition as required under the Evaluation of Vendors/Contractors Engaged in Mergers or Acquisitions Board Policy. In this analysis, the financial viability of Ruder Finn, Inc. was determined to be weak.

Each Supervisor
July 29, 2011
Page 2

However, DPH has decided to move forward with the contract assignment in order to fulfill the CDC project requirements to be completed under these agreements, slated to expire on March 18, 2012. These amendments authorize Ruder Finn, Inc, as the assignee of these agreements effective on the date of execution. All other terms and conditions of these agreements remain unchanged and in full effect.

Under the March 2, 2010 authority referenced above, I will execute Amendment Number 3 to the RENEW-LAC Contract Number PH-001499 to provide additional funding of \$82,500, increasing the annual obligation from \$275,000 to \$357,500 for the current term of November 12, 2010 through March 18, 2012. These funds will enable DPH to enhance its services by expanding its media campaign promoting healthy menu changes and physical activity in schools. Funding is one time only and is fully offset by the CDC ARRA funds.

County Counsel has reviewed and approved the amendments as to use. County Counsel and the CEO have reviewed and approved these delegated authority actions.

If you have any questions or require additional information, please let me know.

JEF:ev
DA#01885

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors